



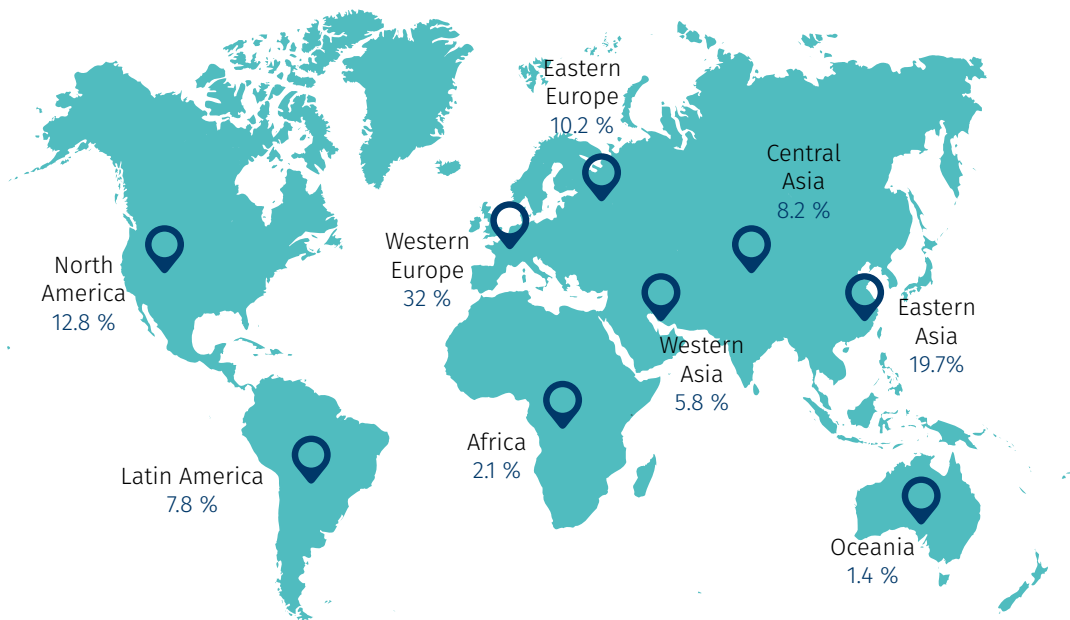
Infodent<sup>®</sup>  
Infomedix  
International  
Publishing  
& Consulting  
House

# MEDIAKIT

*We help you find distributors worldwide since 1994.*

Magazines – Mailing – Trade shows – Digital Services

Different markets mean different chances.  
Don't limit your success, think bold and go global.



# Do you think is hard to find distributors? Think again.

Dear Partners,

Since 1994, Infodent & Infomedix International help dental and medical companies worldwide finding new distributors and expanding their business abroad.

We publish international magazines, offer marketing and web services, attend the main trade shows in 5 continents and design new products just to help companies growing, going over their borders. In this mediakit you will find all our products: for customized solutions or further information, please ask the Infodent & Infomedix International consultant team: they are always ready to support you!

Thank you!

## Baldo Pipitone

*Infodent & Infomedix International CEO*



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# Infodent International

Since 1994 the only B2B magazine targeting distributors worldwide.



**Infodent International** helps you to get noticed by the whole dental industry, offering you incredible opportunities to create a network of business relationships.

The 95% of advertisers confirm their space after their first feedbacks.

## Datas

Quarterly published (Feb/May/Aug/Nov)

Copies: 84,000/year (21,000 per issue)

Language: English

Size: 21x28 cm

Pages: 80/128

## Audience:

The hard copy is sent by post **free of charge** to 9,000 distributors and 12,000 manufacturers in 165 countries and handed out in the main dental trade shows.

The soft copy is emailed to +18,000 worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations.

## Contents:

International markets' trends and regulations, new products, information on dental exhibitions and trade news.

[www.infodent.com](http://www.infodent.com)

*Ask us for customized mailings solutions.*

### Issue:

**Infodent Int'l #1**

**Infodent Int'l #2**

**Infodent Int'l #3**

**Infodent Int'l #4**

### Circulating:

Feb/Mar/Apr

May/June/July

Aug/Sep/Oct

Nov/Dec/Jan

***Save money with our marketing packages. Contact us for a customized solution.***



# Infomedix International

Since 2002 the B2B magazine engaging medical distributors worldwide.

**Infomedix International** is the indispensable resource for companies looking for distributors worldwide. Read globally by the whole medical industry it's a great support to grow your business relationship's network. The 98% of advertisers confirm their space after their first feedbacks.

## Datas

Four monthly published (Jan/May/Sep)  
Copies: 66,000/year (22,000 per issue)  
Language: English  
Size: 21x28 cm  
Pages: 64/96

## Audience:

The hard copy is sent by post **free of charge** to 8,500 distributors and 3,000 manufacturers per issue in 165 countries and handed out in the main medical trade shows. The soft copy is emailed to +25,000 worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations.

## Contents:

International markets' trends and regulations, new products, information on medical exhibitions and trade news.

[www.infomedix.it](http://www.infomedix.it)

*Ask us for customized mailings solutions.*

Issue:	Circulating:
<b>Infomedix Int'l #1</b> <i>Asia insight</i>	Jan/Feb/Mar/Apr
<b>Infomedix Int'l #2</b> <i>Orthopedic insight</i>	May/June/July/Aug
<b>Infomedix Int'l #3</b> <i>Radiology insight</i>	Sep/Oct/Nov/Dec

**Save money with our marketing packages. Contact us for a customized solution.**

# Formats & Rates



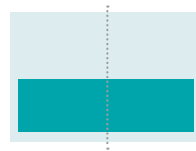
Full Page



Double Page Spread<sup>1</sup>



1/2 Page



1/2 Page Spread<sup>1</sup>



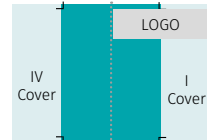
2/3 Page



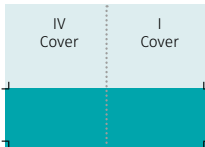
1/3 Page



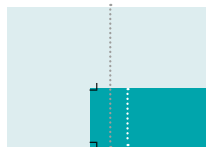
1/4 Page



Cover Flap<sup>3</sup>



Cover Band



Postcard



Inside Band w/o Postcard<sup>4</sup>

## Full Page Interview / Article

- Editorial 600 words article +
- Product Photograph +
- Company Logo

**€ 2,000**

## Highlights Editorial

- Editorial describing the product and/or the company in max 150 words +
- Product Photograph +
- Company Logo

**€ 900**

## Distributors Wall (Looking for Distributors, Manufacturers, Miscellaneous):

- 50 words text with company contact details

**Bold € 250**

**Box € 350**

Advertising Measurements	Trim Size		Bleed Size		Rates
	Width	Height	Width	Height	
• Double Page Spread <sup>1</sup>	420 mm	280 mm	430 mm	290 mm	<b>€ 6,000</b>
• Full page	210 mm	280 mm	220 mm	290 mm	<b>€ 3,500</b>
• 2/3 page	118 mm	240 mm			<b>€ 2,500</b>
• 1/2 page spread <sup>1</sup>	390 mm	115 mm			<b>€ 3,500</b>
• 1/2 page	180 mm	115 mm			<b>€ 1,900</b>
• 1/3 page column	57 mm	240 mm			<b>€ 1,350</b>
• 1/4 page	180 mm	63 mm			<b>€ 1,050</b>

Premier Positions Measurements	Trim Size		Bleed Size		Rates
	Width	Height	Width	Height	
• I Cover Page	120 mm	200 mm	130 mm	210 mm	<b>€ 8,500</b>
• II Cover Page	210 mm	280 mm	220 mm	290 mm	<b>€ 4,500</b>
• III Cover Page	210 mm	280 mm	220 mm	290 mm	<b>€ 4,200</b>
• IV Cover Page	210 mm	280 mm	220 mm	290 mm	<b>€ 4,800</b>
• Page No. 1	210 mm	280 mm	220 mm	290 mm	<b>€ 3,800</b>
• Full Page Paperboard <sup>2</sup>	210 mm	280 mm	220 mm	290 mm	<b>€ 5,000</b>
• Full Page Paperboard (front&back) <sup>3</sup>	210 mm	280 mm	220 mm	290 mm	<b>€ 9,000</b>
• 1/3 page column near contents	57 mm	240 mm			<b>€ 2,700</b>
• Cover Flaps (front&back) <sup>3</sup>	170 mm	280 mm	180 mm	290 mm	<b>€ 8,500</b>
• I Cover Flap (front&back) <sup>3</sup>	85 mm	280 mm	95 mm	290 mm	<b>€ 5,000</b>
• IV Cover Flap (front&back)	85 mm	280 mm	95 mm	290 mm	<b>€ 4,000</b>
• Cover Band (stapled)	420 mm	110 mm	430 mm	120 mm	<b>€ 6,900</b>
• Inside Band w/o Postcard <sup>4</sup> (stapled)	420 mm	110 mm	430 mm	120 mm	<b>€ 6,000</b>
• Postcard (front&back, stapled inside)	150 mm	100 mm	160 mm	110 mm	<b>€ 3,200</b>

\* Right Positioning: + 10%

<sup>1</sup> Spread layouts have a 20mm gutter.

<sup>2</sup> Advertisements will be placed on special paperboard pages on a first come first served basis.

<sup>3</sup> The first page of the Cover Flap has the Infodent logo, it measures:

105 mm W x 280 mm H + 5 mm bleed each.

The second, third and fourth cover flaps measure:

105 mm W x 280 mm H + 5 mm bleed.

<sup>4</sup> The postcard will be the third and fourth page of the band: 150 mm x 110 mm.

# ImplantBook

The first and only global guide about the Implantology industry addressed to dentists and dealers.



ImplantBook's first edition was published in 2017 and it's already an essential tool: distributors and dentists love the accessibility of the information and companies the incredible visibility.

## Datas

Yearly published (January)

Copies: 10,000/year

Language: English

Size: 25x25 cm

Pages: 178/192

## Audience & Circulation:

ImplantBook is distributed in the most important

dental trade shows worldwide (like Infodent International). The soft copy is available on its dedicated website, promoted on Social media, emailed to +18,000 worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations in 189 Countries.

## Contents:

Simple and intuitive product highlights, divided in 11 chapters: dental implants, osseointegration & biomaterials, rotary instruments, equipment & supplies for dental implants, radiology, piezo surgery, micromotors, software, 3d printers & scanners, CAD/CAM, latest news.

[www.implant-book.com](http://www.implant-book.com)

## Advertising

Are you seeking an extra visibility?  
Get it with an advertising page.

A space completely for you without schemes  
or restrictions to conquer your  
audience in total freedom.

**Full advertising space: 250x250 mm € 1,000**

## Cover

Do you usually ask for the best?  
So the cover is what you need.

II Cover - 250x250 mm **€ 2,000**

III Cover - 250x250 mm **€ 2,000**

IV Cover - 250x250 mm **€ 2,500**



## Product highlight/Technical Data Sheet

Are you looking for the attention of dentists and distributors? You have found it. Choose how to catch it in the best way: book the space that your product deserves, write a haunting description and select the most suitable picture.

<b>½ page</b>	100x210 mm	max 220 words*	1 picture 95x45 or 45x95 mm	<b>€ 700</b>
<b>½ page</b>	100x210 or 210x100 mm	max 220 words*	1 picture 95x45 or 45x95 mm	<b>€ 700</b>
<b>Full page</b>	210x210 mm	max 450 words*	1 or 2 pictures 95x45 or 45x95 mm	<b>€ 1,000</b>



Logo on the chapter cover: free of charge.

Logo on the appendix: free of charge.

\* Words include the short description, website and email.

## Advertorial

Your product is better than the others, isn't it? / Choose the space of the advertorial at the beginning of every chapter to convince dentists and dealers worldwide.

<b>1 page advertorial</b>	max 450 words	1 picture 102x87mm	<b>€ 1,000</b>
<b>2 pages advertorial</b>	max 700 words	up to 3 pictures 102x87mm	<b>€ 1,800</b>



# inews IDS

## Infodent International special editions for IDS,

The **inews** first issue was published in 2001 to support companies during the most popular dental trade shows with an excellent visibility, getting noticed by distributors and dental professionals.

### Datas

Copies: 25,000 IDS edition

Language: English

Size: 21x28 cm

Pages: 80/160

### Audience & Circulation:

All editions are handed out to all the visitors & exhibitors, distributed at the Infodent International booth, available online, promoted on Social media and emailed to 36.000 worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations in 189 Countries. **inews IDS** is also distributed at the metro stations around the exhibition venue and distributed in 170 hotels in Cologne.

### Contents:

Scientific articles, trade and economic focus, market information, distributors wall.



## inews IDS' formats and prices

### Ads

- Full Page **€ 2,400**
- Half Page **€ 1,500**

### Editorial

- Highlights (150 words text + company logo + product photo) **€ 700**
- Full Page Article (600 words text + company logo + product photo) **€ 1,650**

### Special Positions

- I cover page **€ 9,350**
- II cover page **€ 3,850**
- III cover page **€ 3,850**
- IV cover page **€ 6,050**
- 1/3 Page Contents **€ 1,430**
- Full Page next to II Cover **€ 3,300**
- Full Page next to III Cover **€ 3,080**

### Special Offers

- 1 full page adv + 1 full page article (600 words) **€ 3,520**
- 1 full page advertising + 1 highlight (150 words) **€ 2,750**
- 1/2 page horizontal adv + 1 highlight (150 words) **€ 1,650**
- 1 full page adv + 1 scientific article (1,800 words) **€ 5,390**

# inews FDI, inews IDEM

Infodent International special editions for FDI and IDEM Singapore.

The **inews** first issue was published in 2001 to support companies during the most popular dental trade shows with an excellent visibility, getting noticed by distributors and dental professionals.

## Datas

Copies: 10,000 FDI and IDEM editions.

Language: English

Size: 21x28 cm

Pages: 80/160

## Audience & Circulation:

All editions are handed out to all the visitors & exhibitors, distributed at the Infodent International booth, available online, promoted on Social media and emailed to 36.000 worldwide dealers, manufacturers, importers, exporters, wholesalers, agents and trade associations in 189 Countries. inews IDEM is inserted in the conferences' participants official bags.

## Contents:

Scientific articles, trade and economic focus, market information, distributors wall.



## inews FDI, inews IDEM formats and prices

- I Cover Page **€ 4,500**
- II Cover Page **€ 2,700**
- III Cover Page **€ 2,700**
- IV Cover Page **€ 3,500**
- 1 Full page adv + 1 advertorial articles on full page **€ 2,200**  
(max 800 words and 2 pictures)
- 1 Full page adv + 1 highlight **€ 1,500**  
(max 150 words and 1 small picture)
- 1/2 horizontal Page adv + 1 highlight **€ 950**  
(max 150 words and 1 small picture)

With every advertisement in special position, a free advertorial page!  
(max 800 words article and 1 picture)

# Doctor

The B2C scientific magazine aimed to the most influential Chinese decision makers.

**Doctor** by Infodent International is the first magazine created and written for Chinese dental specialists.

It's a great support to export in China, offering the challenge of a growing market and the safety of two big worldwide healthcare publishing houses: Infodent International and Ariesdue.

## Datas

Four monthly published (Mar/Jun/Sep)  
Copies: 5,000/ Issue (15,000 per year)  
Language: Chinese, with English side by side translation  
Size: 23x33 cm

## Audience & Circulation:

The hard copy is distributed in the most important Chinese dental trade shows. The soft copy circulates on WeChat, addressed to Chinese dentists.



## Contents:

Scientific articles, professional updates, tips for a profitable management and advertising of the newest international products.

## Doctor formats and prices

- I Cover Page **€ 4,500**
- II Cover Page **€ 2,700**
- III Cover Page **€ 2,700**
- IV Cover Page **€ 3,500**
- 1 Full page adv + 1 advertorial articles on full page **€ 2,200**  
(max 800 words and 2 pictures)
- 1 Full page adv + 1 highlight **€ 1,500**  
(max 150 words and 1 small picture)
- 1/2 horizontal Page adv + 1 highlight **€ 950**  
(max 150 words and 1 small picture)

# Suso News & Expodental Meeting Magazine

The perfect magazines to get noticed by the Italian dental industry

Italy is one of the most coveted market for the dental industry and Infodent International is the advertising provider for two magazines, addressed to all visitors and exhibitors of the most important Italian trade show and to all the Italian orthodontists.

## Suso News

Free bimonthly magazine, 16 pages, in Italian, addressed to Italian experts in orthodontics. Each issue is printed in 5,000 copies: 3,000 are sent by post free of charge, 2,000 are distributed in the main orthodontics event and conferences. The soft copy is sent to 3,500 email addresses.



## Expodental meeting magazine

The official Catalogue of the most important Italian trade show, Expodental Meeting, published by UNIDI in collaboration with Infodent International. Printed in 12,000 copies, 80 pages, it's distributed to all visitors and exhibitors and in the major hotels in Rimini. The soft copy is emailed to 22,000 Italian dentists and 16,000 worldwide companies' emails.

## Prices

<b>Full page</b>	297 x 420 mm	<b>€ 1,800</b>
<b>Half page</b>	137 x 36,5 mm or 297x197 mm	<b>€ 1,000</b>
<b>¼ box</b>	137 x 197 mm or 279 x 100 mm	<b>€ 500</b>

## Prices

<b>Full page</b>	210 x 297 mm	<b>€ 1,200</b>
<b>Half page</b>	210 x 148 mm or 297x197 mm	<b>€ 750</b>
<b>Double page interview</b>	up to 1,200 words, 3 pics and logo	<b>€ 1,900</b>

*Special positions from € 1,600.  
Ask us for more information.*

# Co-exhibition & leaflet distribution

The most effective way to get noticed and save money & time in the trade shows

Would you like to take part in the most important trade shows of the dental or medical industry? Save time and money with the Infodent International trade shows services.

**Leaflet distribution** brings your flyers wherever you want, so your brand is always able to attend exhibitions: our staff will collect for you leads' business cards, sent after the trade show, to empower your export. The service costs € 900.

**Co-exhibition service** means sharing the booth with Infodent & Infomedix International and having a personal assistant taking care of all the bureaucratic paperworks for you: no more annoying tunes of on hold calls, language barriers or exhausting waiting lists. And you don't have to worry on getting a cen-



tral position: Infodent & Infomedix International co-exhibition booths are always well-located. We are proud to share so much visibility with you! All of this, saving on average more than 40% each exhibition.

*For further information contact [alessia.murano@infodent.com](mailto:alessia.murano@infodent.com)*

# Digital services

## Future is now: enjoy the efficiency of the ultimate marketing tool

### Newsletter

Since 1994 Infodent & Infomedix International have built a huge database, monthly updated, of high profiled contacts of the dental and the medical industry: 100,000 contacts in 189 Countries.

The newsletter service fits perfectly to whom is looking for distributors in a specific area.

Choose the area, plan the content (we can support you in digital marketing, copywriting, artworks and web developing) and wait the E-newsletter report: to assist your marketing department we will provide you the CTOR (the number of subscribers who opened the email) and the CTR (the number of clicks that your email generated).

Prices starts from € 1,500 (including one continent, the post send report and a landing page - a dedicated leads' collection web page).

### Website

Infodent & Infomedix International publishing house web sites are visited by more than 10,000 contacts each month. To highlight your company with the same audience, you have different options:

<b>Footer banner</b> hyperlinked to your website	<b>Size:</b> 50 x 80 pixel	<b>€ 1,000</b> per month
<b>Header banner</b> hyperlinked to your website	<b>Size:</b> 972x 245 pixel	<b>€ 2,000</b> per month
<b>Product Highlight online</b> hyperlinked to your website	<b>Size:</b> up to 300 words, product photograph, interactive contents and company Logo	<b>€ 390</b> per 3 months <b>€ 700</b> per 6 months (10% off) <b>€ 1,240</b> per 12 months (20% off)



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International  
Publishing  
& Consulting  
House

WE DESIGN  
**SOLUTIONS**  
TO SUPPORT  
YOUR EXPORT IN  
**189** COUNTRIES.

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